

Sponsorship Prospectus



About Us

Mission: To provide leadership and services, and promote quality and excellence for the advancement of Michigan's Talent Development System and its customers and professionals.

Michigan Works! Association members:

- Private Sector Board Chairs
- Local-Elected Officials
- Michigan Works! Agencies
- Organizations with a vested interest in talent development

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

Laura Covey, coveyl@michiganworks.org, **517.371-1100 ext. 204**

Michigan Works! Association

Sponsorship: eCommunications

The Michigan Works! Association website draws tens of thousands of visitors weekly looking for information, events, training and services.

This dynamic and interactive site offers intuitive navigation options - site visitors browse multiple pages.

Partners that wish to tap into a large marketplace of professionals focused on talent development can take advantage of various high-traffic sponsorship locations.

SITE statistics*

Pageviews	3,773,661
Sessions.	657,721
Users	426,605

*annual, data from January 2016 - December 2016

Sponsorship Opportunities

Website: Homepage Banner \$3,100 - \$8,500

- Sold exclusively
- No other sponsor banners will be shown on the homepage
- Your message will be the first thing visitors see, with a direct link to your website

Website: Rotating Banner / Internal \$675 - \$1,800

- Rotates throughout the internal pages of the site, reaching extensive audiences
- Linked directly to your website
- Maximum of five banners will rotate at all times on interior pages

eBlasts \$325 - \$1,000

- Delivered to an opt-in list of over 4,500+ talent development professionals
- Highly targeted - open rate of nearly 30%
- Sent twice monthly, minimum

Sponsorship: eCommunications

RATE Structure

Sponsorship Type	3 months	6 months	9 months	12 months
Homepage Banner	\$3,100	\$5,600	\$7,400	\$8,500
Internal Banner	\$675	\$1,200	\$1,500	\$1,800
Training eBlast	\$325	\$550		\$1,000

BANNER dimensions

Templates for banner artwork provided upon receipt of payment. Homepage banner subject to approval and styleguide stipulations.

Internal Banner

220 x 158 (pixels)

Homepage Banner

300 x 95 (pixels)

Training eBlast

550 x 150 (pixels)

Sponsorship: Meetings

BENEFITS // Recognition and Connection

- Company spotlight included via email prior to meeting
- Verbal recognition during meeting
- Materials / handouts to attendees
- Signage feature with company logo

Sponsorship Opportunities

Engage with leaders at the forefront of Michigan's talent transformation:

Directors' Council

\$1,000

- Who attends? : Michigan Works! Agency Directors, State Partners
- Monthly policy discussion regarding talent development; exchange of best practices.

Steering Committee

\$500

- Who attends? : Sub-committee of the Directors' Council
- Meets monthly to identify issues and opportunities to be brought before the full Directors' Council..

Directors' Forum

\$1,000

- Who attends? : Michigan Works! Agency Directors, State Partners
- Annual meeting - policy discussion on talent development; exchange of best practices.

Annual Meeting

\$2,000

- Who attends? : Michigan Works! Agency Directors, Board Members, State Partners
- Occurs during Michigan Works! Annual Conference

Sponsorship request form

Company Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip _____

Phone: _____ E-mail: _____

Select sponsorship type

Meetings

Directors' Council / Forum
____ \$1,000

Steering Committee
____ \$500

Annual Meeting
____ \$2,000

eCommunications

Homepage Banner
____ \$8,500 (12 months)
____ \$7,400 (9 months)
____ \$5,600 (6 months)
____ \$3,100 (3 months)

Internal Banner
____ \$1,800 (12 months)
____ \$1,500 (9 months)
____ \$1,200 (6 months)
____ \$675 (3 months)

eBlast
____ \$1,000 (12 months)
____ \$550 (6 months)
____ \$325 (3 months)

Web banner sponsorships are assigned on a first come, first served basis upon receipt of a completed form with full payment. Sponsors have a first right of renewal or refusal. This means that no other sponsor will be allowed to use your piece of virtual real-estate unless you choose to relinquish your position at the end of the contract term. Initial rate assumes banner artwork will remain constant throughout contract duration. Subsequent requests for artwork changes before contract completion require a \$100 service fee.

I CONFIRM THAT PAYMENT HAS BEEN SUBMITTED ONLINE OR IS ATTACHED TO THIS FORM:

Authorized signature: _____

PAYMENT

Check Enclosed

Mail form with payment payable to:

Michigan Works! Association
2500 Kerry Street, Suite 210
Lansing, MI 48912

Sponsorship: eCommunications

BANNER specifications

Non-animated files only.

Acceptable file types

.JPEG
.JPG
.PNG
.GIF

File size

150 KB or smaller

File submission

Email file to Laura Covey,
coveyl@michiganworks.org

Graphical layout

Ads must take up the entire space of the image size chosen, and can't appear sideways or upside down.

Relevance and quality

Ads must be relevant to the Michigan Works! Association audience. Ad images must be clear and recognizable, with legible text. Unclear, blurry, or unrecognizable images are not permitted.

Styleguide specifications

Michigan Works! Association does not allow fluorescent colors or otherwise distracting ads. All ads must be non-animated. All artwork subject to approval by Michigan Works! Association and must be complimentary to site design / pages.